

## **ABSTRACT OF THE DISCLOSURE**

A liquid crystal display apparatus capable of improving response time as well as display quality is provided. The apparatus includes a timing controller to  
5 generate a plurality of compensated grayscale data, a memory to store grayscale data or the compensated grayscale data, a column driver to apply the compensated grayscale data to a plurality of data lines, a gate driver to apply a gate signal to a plurality of gate lines, and a liquid crystal panel including the gate lines, the data lines and a plurality of switching element disposed between the data lines and the gate  
10 lines.